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PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/JANUARY 1987

New Packages Help Propel Turtle Wax To No. 1

How To Control Packaging Lines

New Thrust With Retortable Trays

Coated Plastics Double Shelf Life

Switching Labels Cuts Rejection Rate 90%

Pack Expo Unveils New Equipment

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PET FILM TO TOP 100 MILLION POUNDS

Forecast to 1990 see steady growth for packaging

U.S. consumption of PET film for merchant and captive packaging uses is forecast for steady if slow growth through 1990 with the market predicted to top 100 million pounds this year and more than 120 million pounds by 1990.

According to a study of U.S. PET film customers conducted by Eldib Engineering & Research, Berkeley Heights, N.J., 1985's level of consumption represented approximately $276.5 million, based on an average price of $3 per pound. 1990's projected level of 120.43 million pounds will mean an increase of $84.9 million in sales.

Flexible packaging is the third largest U.S. market for PET film, following graphic arts and magnetic recording, according to the study. Additionally, companies that make PET film for packaging are moving into more advanced applications, such as flexible printed circuits, the report stated.

Further information on the study is available from Eldib Engineering & Research Inc., 613 Springfield Ave., Berkeley Heights, N.J. 07922.

FOOD IN METAL CANS: SOME UP, SOME DOWN

Dairy and seafood rise; others decline slightly

While metal can shipments for beverages posted 1985 gains of 3.7 per cent and 10.5 per cent respectively for beer and soft drinks, food products in metal cans presented a more mixed view.

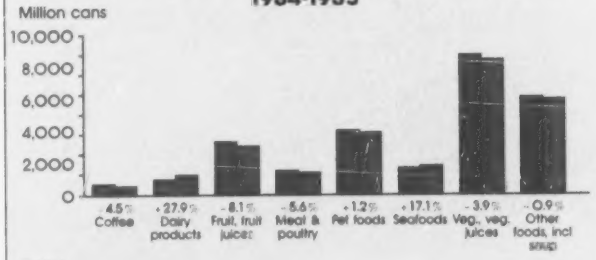
Food products in metal cans registered a 0.9 per cent decline in 1985 compared to a year earlier, according to the Can Manufacturers Institute (CMI). In terms of shipments, 27.87 billion food cans were shipped in 1985 compared to 28.11 billion the year before.

By category, however, dairy products gained 27.9 per cent and seafoods 17.1 per cent during the same time. The sharpest declines among broad-based foods were registered by fruit and fruit juices (−8.1%), meat and poultry products (−5.6%) and coffee (−4.5%).

Overall, the 34.6 billion steel cans shipped during 1985 represented a slight decline of 0.2 per cent from 1984. By contrast, aluminum can shipments reached 67.3 billion, a 6.7 per cent increase over the previous year.

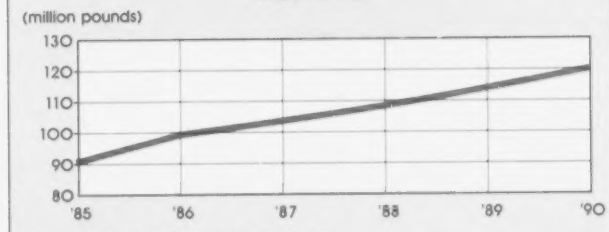
For more information on *Can Shipments Report 1985*, contact CMI, 1625 Massachusetts Ave., N.W., Washington, D.C. 20036

METAL CAN SHIPMENTS FOR FOOD PRODUCTS 1984-1985



Source: Can Manufacturers Institute
While metal can shipments registered slight declines in most food categories, dairy products rose 27.9% in 1985.

U.S. PET FILM FORECAST FOR PACKAGING USE 1985-1990



Source: Eldib Engineering & Research Inc.
While the packaging market for PET film has been called mature, steady growth remains the forecast.

PACKAGING LEADTIMES (in weeks)

	Avg.	Nov. '86	Nov. '85
Metal cans	2.9	3.0	3.3
Composite cans	3.3	3.6	3.4
Plastic bottles	3.7	3.7	3.2
Plastic film	4.3	6.1	4.8
Laminates	4.3	6.1	4.8
Corrugated containers	2.8	3.1	2.9
Multiwall bags	3.4	4.0	2.8
Kraft paper	3.2	2.8	2.7
Folding cartons	3.9	4.0	3.1
Fiber drums	2.9	3.2	3.1
Industrial crates	2.9	2.8	3.3
Strapping	2.6	2.8	2.7
Steel drums (shipping)	2.7	2.8	2.9
Pallets	2.5	2.7	2.7

Source: Purchasing, a Cahners Publication

TRANSACTION PRICES ($/lb.)

	Avg.	Nov. '86	Nov. '85
Aluminum can stock	1.07	1.08	.96
LDPE/liner	.27	.25	.30
LDPE/clarity	.31	.265	.36
LLDPE/butene	.27	.245	.30
LLDPE/octene	.34	.30	.35
HDPE/blow molding	.32	.31	.33
Polystyrene/general purpose	.34	.34	.32
Polystyrene/impact	.35	.335	.36
PVC/general purpose	.30	.285	.27
PP/homopolymer	.35	.345	.35
PP/copolymer	.45	.45	.45
ABS	.98	.98	1.01
Unbleached kraft/shipping sack	4.30	4.25	3.00
Unbleached kraft/grocery sack	3.75	3.60	2.75
Linerboard, 42 lb., east	3.20	3.20	2.50
Linerboard, 42 lb., west	3.20	3.20	2.75
Corrugated med., semichemical	2.90	2.90	2.40
Recycled folding boxboard, clay coated	3.90	3.90	3.75
Recycled folding boxbd., chipbd.	3.00	3.00	2.90
Bleached kraft, folding carton	6.10	6.10	5.45

Source: Purchasing, a Cahners publication

CAPACITY TO RISE FOR PAPER AND PAPERBOARD

Most of the gains will take place in 1987

The paper and paperboard industry will increase capacity by 4.2 million tons between 1986 and 1989, a gain of about 1.8 per cent annually, according to the results of the American Paper Institute's (API) annual capacity survey. According to Norma pace, API senior vice president, about 42 per cent of the new capacity will be added in 1987 with smaller annual additions planned for the following two years.

If plans proceed as indicated, U.S. capacity to produce paper and paperboard will be 79.8 million tons in 1989, compared to 75.6 million tons in 1986. Output for that year was an estimated 70.4 million tons.

According to the report, manufacturers of packaging papers continue to shut down or divert capacity to other grades. However, strong efforts by the industry to promote the paper bag have presently stabilized the market for kraft papers.

Continued expansion is the forecast for the fiber box market with unbleached kraft paperboard capacity predicted to rise 1.6 per cent a year through 1989.

Copies of the capacity survey are available from API by writing the Capacity Dept., Box SB, API, 260 Madison Ave., New York, N.Y. 10016. The report costs $275.

MORE STATS . . .

Continuing a two-month streak of record shipments, the **Fibre Box Association** reported October 1986 shipments of 27.132 billion square feet, five per cent higher than October 1985 and the highest month of shipments the industry has ever had. Containerboard consumption was 2,009,860 tons in October, 4.1 per cent higher than the previous year and also a new industry record. Inventory of containerboard at both box plants and mills as of Oct. 1 was 2.274 million tons.